REMARKS

Reconsideration of the present application, as amended, is respectfully requested. Claims 1, 2, 12, 25, and 27 have been amended. Claim 3 has been canceled without prejudice.

Examiner Interview

Applicant wishes to thank the Examiner for taking the time to discuss possible claim amendments. The amendments and remarks enclosed herewith reflect Applicant's understanding of the Examiner's suggestions. The Examiner is respectfully requested to contact the undersigned if she has any suggestions on how to expedite this case.

Title Amendment

Applicant has amended the title to more precisely describe the invention. This amendment adds no new matter.

Claim Objection

Examiner objected to claim 1 because of the following informalities: "wherein if the wherein no further browsing is required to see a content of the web page." Applicant has made the appropriate correction to claim 1, and requests withdrawal of this objection.

Claim Rejections

Examiner rejected claims 1, 27, and 30 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Number 6,487,538 to Gupta et al., and further in view of U.S. Patent Number 6,243,750 to Verma. Examiner rejected claim 2 under 35 U.S.C.

§103(a) as being unpatentable over Gupta and Verma as applied to claims 1, 27, and 30 above, and further in view of U.S. Patent Number 6,256,623 to Jones. Examiner rejected claims 3-11 and 28-29 under 35 U.S.C. §103(a) as being unpatentable over Gupta and Verma as applied to claims 1-2, 27, and 30 above, and further in view of U.S. Patent Number 6,189,003 to Leal. Examiner rejected claims 12-26 under 35 U.S.C. §103(a) as being unpatentable over Gupta.

Gupta discusses a method to provide advertisements that are targeted to specific audiences. (Gupta, column 6, lines 5-7). Towards this goal, Gupta notes that the ISP, the web host, or a third party can insert advertisements on a web page or replace existing advertisements on a web page. (Gupta, column 8, lines 44-49). Specifically, Gupta discusses replacing one advertisement on a web page with another, unless the web server restricts replacement. (Gupta, column 13, lines 43-50). The owner of the results, presumably the web page owner, has no control over what advertisements are shown on the web page, as those are controlled by the ISP, web host, or third party.

Verma discusses a method to gauge the number of hits to a web site by providing a reference link for referencing an advertiser's web site using HTML code. (Verma, column 1, lines 10-14; column 5, lines 37-39). Figure 4 is an illustration of a web browser displaying an example web page 400, which includes an advertisement 411 for bicycle roof racks. (Verma, column 4, lines 47-54). Figure 4 shows a plurality of listings for IBM link partners on a web page, and incorporates an advertisement for a Bicycle Roof Rack. (Verma, Figure 4). Although the advertisement provides some information about the Bicycle Roof Rack, such as price and sale information, the web page does not incorporate a fully active and browseable web page of a sponsor.

Furthermore, there are multiple listings on the page, thus there can be no single listee-sponsoree who has full control over the advertising shown on that page. Rather, the page owner, not the listee, has control over what advertising is shown. Thus, as the Office Action correctly states, "if the user or searcher wants to know more about the advertisement, he/she can always click on the advertisement to see further details." (Office Action, page 4, lines 2-10). (Emphasis added). Thus, Verma teaches away from the invention recited in claim 1, since further browsing is required to see content of the web page that is connected to the advertisement.

Leal discusses an on-line business directory which enables a user to search by category, name, and other aspects of the listing. Leal does not discuss the use of advertising at all, and does not teach or suggest incorporating a browseable web page of a sponsor, nor providing control over a web page to a listee-sponsoree.

Jones provides music search services, that display search listings. Jones does not have listee-sponsorees, since the search results are musical albums, rather than anything that has an associated listee (the listings in the present invention have an associated "owner" the listee/sponsoree.) Therefore, Jones does not overcome the shortcomings of Gupta and Verma discussed above.

The core idea of the invention is the ability for the sponsoree (the owner of the listing/search result) to control the web page displayed with his/her listing. The ISP doesn't control what ad is displayed, the sponsor does not control what ad is displayed. The sole control (the only one who can replace a sponsor's ad) resides with the sponsoree. Applicants respectfully submit that this idea is not taught or suggested by the references cited. None of the references, alone or in combination teach or suggest

providing such control to the listee/sponsoree, whose data is being displayed. None of Gupta, Verma, or Jones, in fact, teach or suggest a single listee sponsoree, therefore such a feature could not be logically added to Gupta, Verma, or Jones. Leal discusses listees, but does not teach or suggest the association of an advertisement with a listee/sponsoree. Thus, none of the references teach or suggest providing control of a web page to a listee/sponsoree.

Furthermore, claim 1 recites the limitation of displaying results with an essential element missing.

The Examiner suggests that Leal discloses that a list of items does not contain a direct connection link (Leal, Figure 7, and column 10, line 50 to column 11, line 5). However, the referenced portion of Leal described a search and then states: The search engine then generates at step 88 a listing of all the carpet cleaners in the local area (as specified by the Zip code the user enters), ranked by relevancy--those that best match the user's specific requests are listed first. The user can then select at step 90 from this list and make any telephone calls to the cleaners on their own, or they can elect to participate in other provider services.

This appears to directly contradict the Examiner's suggestion that something is missing from this listing, since the user can make any phone calls, and there is no suggestion of additional steps being required to display a telephone number.

Furthermore, the only mention of the "direct connect" link/feature is made at column 10, lines 37-42, which does not specify what the functionality of "direct connect" is but simply states that the user may connect directly with a member using direct connect. There is no mention of any missing elements in any form of listings in Leal.

Applicants fail to see the "missing element" suggested by the Examiner. Furthermore, the point of leaving out an element from the listings, as is clarified in the amended claim, is to force the user to select a single listing, in order to ensure that the web page including the listing and the sponsor's web page is displayed to the user. If the listing included all of the information, then the user would not have to select a single listing, and thus encounter the sponsor's incorporated web page. Applicant respectfully submit that claim 1, as amended is not obvious over or anticipated by Gupta in view of Verma, further in view of Leal.
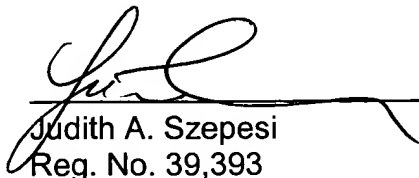
Applicant respectfully submits that in view of the amendments and discussion set forth herein, the applicable rejections have been overcome. Accordingly, the present and amended claims should be found to be in condition for allowance.

If a telephone interview would expedite the prosecution of this application, the Examiner is invited to contact Judith Szepesi at (408) 720-8300.

If there are any additional charges/credits, please charge/credit our deposit account no. 02-2666.

Respectfully submitted,
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: 1/25/05

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